

Accepted Manuscript

Chinese consumers and shellfish: Associations between perception, quality, attitude and consumption

Ou Wang, Simon Somogyi

PII: S0950-3293(18)30009-0

DOI: <https://doi.org/10.1016/j.foodqual.2018.01.001>

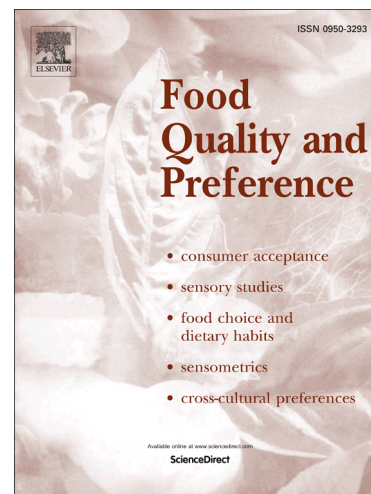
Reference: FQAP 3445

To appear in: *Food Quality and Preference*

Received Date: 14 August 2017

Revised Date: 27 December 2017

Accepted Date: 4 January 2018



Please cite this article as: Wang, O., Somogyi, S., Chinese consumers and shellfish: Associations between perception, quality, attitude and consumption, *Food Quality and Preference* (2018), doi: <https://doi.org/10.1016/j.foodqual.2018.01.001>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Chinese consumers and shellfish: Associations between perception, quality, attitude and consumption

Ou Wang* and Simon Somogyi

Department of Business and Social Sciences, Dalhousie University, PO Box 550, Truro, Nova Scotia, Canada.

* Corresponding author: Ou Wang, ou.wang@dal.ca T +1 893 67 06

Abstract

This study explores the associations between Chinese consumers' product attribute perceptions and their quality perceptions, attitudes and consumptions toward shellfish. It also presents information regarding their consumption, attitudes and segmentation for twelve shellfish species. Data was collected through an online survey with 643 consumers from three cities: Beijing, Guangzhou and Chongqing. Chinese consumers had low consumption but positive attitudes toward the twelve shellfish species and two consumer segments were recognized: frequent-eaters (42%) and less-frequent-eaters (58%). Significant differences were found in personal income, occupation and attitudes toward specific shellfish species between these two segments. The consumption of shellfish was positively linked to 'familiarity' and negatively linked with 'purchase convenience', 'safety' and 'consumption place (home)'. The attitude toward shellfish was positively associated with 'familiarity', 'sensory attributes', 'consumption accompany' and 'consumption (restaurant)'. The quality perception of shellfish was positively linked with 'freshness', 'ethic' and 'mood'. There were differences in the product attribute perceptions associated with quality perceptions, attitudes and consumption toward shellfish between the two consumer segments.

Download English Version:

<https://daneshyari.com/en/article/8838516>

Download Persian Version:

<https://daneshyari.com/article/8838516>

[Daneshyari.com](https://daneshyari.com)